

THE MACLEOD TIMES

AND MACLEOD WEEKLY NEWS

S. Dillingham, Editor and Publisher.

A weekly newspaper printed and published at Macleod, Alberta every Thursday.

(Independent in Politics)

Subscription price (in advance)

per year \$2.00

If not paid in advance \$2.50

Foreign \$2.50

WEEKLY CIRCULATION OF 1,400

Circulated in a prosperous town of 1,700 population and in adjacent prosperous farming district.

MECHANICAL DATA

Right column to the page. Column width, 12 1/2 inches. Column depth, 22 1/2 inches. Cannot vary.

ADVERTISING RATES

Display Advertising (contract not less than six months) per inch

Display Advertising (transients) per inch

Legal (publication called for by statute), Municipal and Government Advertising other than display—set in body type of paper—1st insertion—per line, agate, 15c

Subsequent insertions without any change of copy, per line

Agate—14 lines to the inch

Straight Reading Notices—First insertion, per count line, 20c

Subsequent insertions without any change of copy, per count line

Classified Advertisements—1st insertion, per line, 10c

Found, Wanted, Etc.—First insertion (figures and name abbreviations to count as words) per word

Subsequent insertions, per word

Minimum charge—25c

Political campaign display advertising direct from political party or through advertising agent (no discount for plates) per inch, 50c

Political Campaign letters, direct from political party or through advertising agent (no discount for plates) per line, 20c

Notices of marriages, births and deaths, and cards of thanks, each

All classified and transient advertising must be paid in advance.

THURSDAY, MARCH 17th, 1927

TWO MUCH POLITICS IN CHINA

One clear fact is beginning to be apparent in the chaos which has surrounded the relationship between China and foreign nations.

And that is that foreign nations have been trying to line up the situation with the stream of politics when they should have been using the common sense of common sense.

Just as soon as Chinese antagonism became apparent, foreign governments detached diplomats and political agents by the score. These

displaced, cooled and threatened—and not without effect.

That initial antagonism should have been the signal, not for political action, but for economic action. Instead of sending diplomats, we should have sent more salesmen.

For, after all, it is entirely a problem of salesmanship. If China, for instance, are buying enough Canadian goods and Canadian goods are buying enough Chinese goods, there is not much room for antagonism and fighting.

For years, Canada has only been playing with the Chinese market. Three large Shanghai firms alone could use the entire output of British Columbia farms and forests.

If we had sent a corps of business experts over there to take orders, instead of a corps of political experts to give orders, we could have done some saving and kept out of the internal disturbances altogether.

HAPPINESS OR DUTY?

Sergei Kravoy, Soviet communist, writes in a British commonwealth that the Christian religion has failed because it has not been able to elevate the morals of non-Christian nations.

If there is any weakness in the Christian church it is because they have tried too hard to elevate the morals of Christian people.

Duty and morality have been preached from Christian pulpits until congregations are sick of them.

What is needed is less talk about the duty of religion and more talk about the happiness of religion.

There is no reason why the principles of salesmanship should not be used in religion as well as in business. And it is just as necessary to "create a demand" for religion as it is to "create a demand" for commercial products.

But instead of creating a demand for religion through a description of the happiness religion will bring, most churches inflict religion upon their people as a stern duty. And human nature rebels at compulsion.

Christianity is naturally a religion of happiness. It is a religion of freedom and of joy.

Why should it be pictured, Sunday after Sunday, as a religion of duty commands of impelling duty and of gloom?

RED ESTIMATES SURPLUS OF \$25,178 IN ALBERTA'S FINANCES FOR THE YEAR; RETINING TAX TO BRING NEW REVENUES

Edmonton, March 15.—Forecasted revenue of \$12,500,000 for the calendar year of 1927, expenditures of \$12,474,821.60 in the same period of current account, and an estimated surplus of \$25,178.49, Provincial Treasurer R. G. Reid tabled the budget of the provincial government in the legislature Tuesday afternoon.

These figures are exclusive of telephone revenue, estimated at \$3,382,000, and telephone expenditures estimated at \$2,360,463.16, leaving an estimated telephone surplus of \$1,021,536.84 for the year.

One is a 5 per cent. tax on the

COMING—"The Purple Mr. Evans"

buy McLaughlin-Buick for beauty

PRINCIPALLY beauty is revealed in every line of the Greatest McLaughlin-Buick Ever Built—in the rich blendings of the Duco colors—in the smart upholstery and interior trim.

Door-handles, window regulators and other fittings are of a style and quality which would grace any custom-built car.

See the gleaming nickel on radiator and lamps—see the rich, jet-black tires and rims, the natural wood wheel-spokes, the ultra-fashionable shades of Duco on the Fisher-built bodies—see the exquisite lines of the bodies themselves, each a masterpiece of the body-builder's art.

See the Greatest McLaughlin-Buick and you will have seen a perfection of beauty that no automobile, even the world's most expensive, can rival.

It is the great volume of McLaughlin-Buick production that makes possible the moderate prices at which the Greatest McLaughlin-Buick is obtainable.

See the Greatest McLaughlin-Buick

Ever Built

H. H. YOUNG, AGENT

MACLEOD, ALBERTA

WHEN BETTER AUTOMOBILES ARE BUILT, THEY WILL BUILD THEM!

MAC-102

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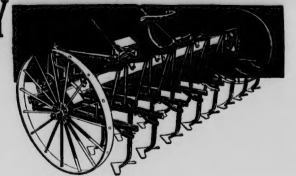
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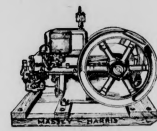
TIME TO BE FIGURING ON YOUR REQUIRMENTS IN SPRING FARM MACHINERY

MASSEY-HARRIS MACHINERY

A Complete Line of
Implements and Parts
Quality and Service



CULTIVATORS, DRILLS, HARROWS, PLOWS
PACKERS, SCUFFLERS, WAGONS, PUMP
ENGINES, FEED GRINDERS, CREAM SEPARATORS, TRACTORS, ROD WEEDERS AND
WIRE WEEDERS
OILS AND GREASES



Chrysler Cars

"THE QUALITY CAR"

"50"--"60"--"70"--Imperial "80." Numbers mean miles per hour.



The Car that has Jumped to Fourth Place in Sales in Three Years.
STANDARDIZED QUALITY UNEQUALED PERFORMANCE
Range of Prices to Suit all Pocket Books

J. M. PAULSON
MACLEOD

PREFERRED AGENCIES
ALBERTA

CREAM PRODUCERS

HIGH GRADE BUTTER MAKING PROCESSES

commence from the milking and progress through the different stages of handling of cream and manufacture up to the turning out of the finished product.

Factors in Producing High Grade Cream:

Cleanliness in all operations.

Immediate cooling of cream.

Frequent stirring.

Cool, well ventilated storage.

Early marketing.

Attention to the above details will insure you

HIGHEST PRICES FOR YOUR CREAM

CRYSTAL DAIRY LIMITED

MACLEOD — — — — — ALBERTA

QUEEN'S SERVICE STATION

NORTH STAR GASOLINE

KEYSTONE AND WHITE STAR KEROSENE

WILLIAM PENN LUBRICATING OILS AND GREASES

TIRES, TUBES AND ACCESSORIES.

YOUR PATRONAGE SOLICITED.

GEO. SHEFFIELD --- PROP.

But, on account of the fact that the legislature has voted to change of 1926 Mr. Reid estimates that the revenue will be \$3,155,561.19 and the expenditure \$3,137,650.17, leaving an estimated surplus of \$17,910.99. In his statement, "the total surplus will end on March 31, 1927, compared to the calendar year 1926, will be \$46,889.42."

Continuing his exposition of the finances of the province, the treasurer said: "On the expenditure side, we find our estimate for the calendar year 1927 exceeds that of the year 1926, by \$389,540.31, made up as follows:

"Public debt, which is uncontracted, exceeds 1926 by \$413,342.21. There is a saving on the executive council of \$140,022.65 over the expenditure of the year 1926, the election accounting for the difference.

"On legislation, there will be a slight advance of \$124,834.14 due to increase in the total of the indemnity and traveling expenses of members, an last year six seats were vacant for a time.

"There is also a greater expenditure in the agricultural department, amounting to \$14,023.80, due particularly to growth in the schools of agriculture.

Both the beverages are aged in the wood and bottled from the original casks. Matured for one year in oak hogshead.

They are really excellent drinks.

This Advertisement is not issued by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

Are Obtainable at the Government Vendors Only. They are Both Over 14% Proof Spirits.

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EVERY CITIZEN OF MACLEOD & DISTRICT

is interested in the

GROWTH AND DEVELOPMENT OF THIS COMMUNITY

Remember Then That:

The business of a town is its very life-blood.
The stores and business houses are not alone for the merchants.
Prosperous merchants will make the community prosper.
The more buyers there are in a town, the greater "turn over" the merchants will have, and thus the more they will be able to reduce prices and increase the quality of the goods they sell.

Thus By Trading at Home

with the home town merchants the people of Macleod become the builders of their own community.

No True Citizen

will stunt the natural growth and expansion of his home town by fostering the mail order business of far away communities.

Buy At Home

not to help the merchants, but to help the home community and yourself.

YOUNG & CO.

Dry Goods — Ladies' Ready-To-Wear

Mr. PALMER Of
HEATH'S LIMITED
CALGARY, WILL SHOW IN
THIS STORE ON

SATURDAY, MARCH 19

a full range of

**LADIES' COATS, SUITS,
DRESSES, ETC.**

The newest and smartest in
Spring Wear

All Goods Sold From The Racks

Just Arrived a new consignment of
Voiles, Radiums, Broadcloths, Gingham, Etc., in all the most wanted colorings for spring and summer wear, at exceptionally moderate prices.

LADIES ART SILK HOSE—All the latest shades in Ladies fine art silk hose, a dandy for every-day wear—
Only 59c pair

LADIES Lisle HOSE—Good strong wearing fine lisle hose in colors of flesh, fawn, camel, sand, nude, etc. A nice soft stocking in mercerized finish—
50c pair

Girls and Misses 1-1 rib fine art silk hose in colors of black, white and sand, size from 7 to 10—
Prices 65c to 75c pair

LADIES PLAIN CHAMOISIE GLOVES, for everyday wear, all sizes, colors sand, mode, grey, music—
Special 50c pair



REV. W. H. IRWIN

Macleod United Church Drive that was carried out by the pastor, Rev. W. H. Irwin, last month, to clear the Church of an old debt, was completed Tuesday evening, March 15th, 1927, when the amount asked for was more than paid, and the mortgages were paid off. As soon as the old mortgage is received, the annual meeting of the congregation will be held, when a bazaar will be lighted, and the people will rejoice in seeing these old papers burned. Great credit is due to Rev. Mr. Irwin for his untiring efforts in planning, and carrying out of this great debt-clearing scheme. Macleod United Church will now be one of the most prosperous churches in the province of Alberta.

WOMEN OF STANDOFF DISTRICT FORM INSTITUTE

A very interesting and important event took place last Thursday afternoon, when the ladies of the Standoff district met at the home of Mrs. Jack McLennan and organized a Women's Institute. There was a large number of ladies present and everyone was enthusiastic to make the organization a great success.

They hope and expect that double the number will be present at the next meeting and join the Institute. Mrs. Mulholland, the head of the Institute for the province, visited the district about a month ago, conferring with a number of the ladies and advising them as to methods of organizing, with the result that at last week's meeting the Institute was formed and launched out on its foray of beneficial service for the district with flying colors.

The following officers were appointed: President, Mrs. A. E.

COMING—"The Purple Mr. E's."

Staiding vice-president, Mrs. J. E. McNeil; secretary-treasurer, Mrs. E. A. Whipple. Directors, Mrs. B. Johnson, Mrs. Chas. Johnson, Mrs. Noel Wyard. At the close of the meeting dainty refreshments were served by the hostess. The next meeting will be held at the president's home on the second Thursday of April.



MR. FARMER:---

Dear Sir:

Re: The New MASSEY-HARRIS SEED DRILL

Have you carefully considered the outstanding features of the New Massey Seed Drill as compared with any other Seed Drill on the market? The New Massey-Harris Seed Drill represents the greatest value in Drills to be found anywhere.

GRAIN BOX. Massey-Harris is still the only manufacturer that supplies an All Steel Hopper. It has the largest capacity of any grain box and is the strongest and most durable.

FRAME. The Frame is exceptionally strong, sagging, twisting or breaking is unknown.

AXLES. The Axles are stub and are securely held to the Beam by heavy steel brackets—impossible for bearings or axles to get out of position.

FEED RUNS. A carefully machined feed run is used instead of the cast feed runs used by other manufacturers. There is no leakage of small seed and no seed is crushed or bruised.

ALL STEEL WHEELS. Another exclusive Massey-Harris feature, steel wheels with wide concave faces.

POWER LIFT. This can be operated by both or either wheels, a real advantage in turning corners and in going around rocks and sloughs.

BOTTOMS. The Bottoms are of malleable steel and are interchangeable, Single Disc, Double Disc, or Shoes.

ALEMITE OILING SYSTEM. All Massey-Harris Drills are equipped with the Alemite oiling system. A great time-saver and will prolong the life of your Drill. Compare this with the oiling system on other makes of Drill.

GIVE YOUR CROPS A CHANCE. USE A DRILL THAT WILL SOW THE SEED PROPERLY THUS GIVING THE CROPS A GOOD START.
Do not buy a Drill until you have talked it over with us and compared the New Massey-Harris Drill with the others.

YOURS FOR A BUMPER CROP.

J. M. PAULSON
MASSEY-HARRIS AGENT - - MACLEOD
Viking, Emerson and Bulldog Fanning Mills

CALGARY

"The Beer with the Reputation"

LOOK FOR THIS
TRADE MARK



Occupies a unique position in the Brewing Industry. It shares its price with many, but its quality with none.

ON SALE AT ALL THE BEST
HOTELS AND CLUBS

Order it from Your
Nearest Agent

Buy it by
the Case

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BARKER'S STORE

The next time you are down town go in and ask to see the new dresses, new styles, new materials, new colorings, latest models, low prices. These are Betty Brown dresses and always give satisfaction.

R. T. BARKER

EVANS AGAIN CHOSEN REEVE OF MUNICIPAL DISTRICT OF BRITISH

The first meeting of the council of the municipal district of British was held on Saturday afternoon last, when all members were present.

The first business was the election of reeve. Joseph H. Evans, who has been reeve for a number of years, was unanimously re-elected, and Joseph Horner was elected deputy reeve.

The regular routine business of the council was transacted and a good deal of time was taken up with several deputations from the south part of district, regarding road improvements and in some light changes in the road.

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The Macleod town council, regarding the route leading into the town, within the limits of the town. The town has not the full equipment for road making, and an arrangement will be made with the district council to do the work for the town. Some of these roads are in bad shape, but when they are put in first class shape, they will be a credit to the town and will create a good impression, especially with visitors.

Science says the oceans will cover everything in a few thousand years, let's hear no more talk of poor fish.

The real trouble-maker is the one who lives beyond his neighbor's means.

COMING—"The Purple Mr. Evans"

Speedway Garage

GAS - OILS - TIRES - ACCESSORIES
PHONE 235

COMING THROUGH

THE S. E. GUST STORES COME THROUGH EVERY TIME WITH THE RIGHT GOODS AT THE RIGHT PRICES. NO GUESS WORK, ABOUT QUALITY—NO HAPHAZARD PRICES—THEY ARE ALWAYS RIGHT. S. E. GUST STORES DEPENDABILITY COMES THROUGH WITHIN YOUR BUDGET—T.O.O.

SPECIAL THIS WEEK

Blue Ribbon Baking Powder 16 oz. tin	21
Blue Ribbon Baking Powder 7 lb. tin	29
Blue Ribbon Baking Powder 2 lb. tin	25
Libby's Tomato Catsup, per bottle	25
H.P. Sauce, per bottle	25
Kellogg's Corn Flakes, per pkg.	25
Kellogg's Bran Flakes, 5 pkgs. for	25
World Matchbox, per pkg.	25
Shredded Wheat Biscuits, 2 pkgs. for	25
Country Club Biscuits, 3 pkgs. for	25
West Shrimp, per tin	25

CUP CIRCLE COFFEE

Imported in the green bean direct to our own roastery in Medicine Hat—roasted fresh daily and shipped to our store, making for you the best coffee value obtainable anywhere in Canada.
"That Good Blend"
Cup Circle Coffee (Brown Bag) per lb. 50
Cup Circle Coffee (Red Bag) per lb. 50
"The Tantalizing Blend"
Cup Circle Coffee (White Bag) per lb. 55
"The Drink of a Thousand Smiles"

The S. E. GUST STORES, LIMITED

MACLEOD BRANCH

"TRY A NIP TO-NIGHT"

GRANT'S

"Best Procurable"

(THE ORIGINAL)

Pure Scotch Whisky

RICHEST IN FINEST HIGHLAND MALT

Bottled and guaranteed by William Grant & Sons, Limited, Dundee, Scotland. Sole Importers for Canada, U.S.A. and Mexico, J. & W. Gillingham, Ltd., London.

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SWEET CLOVER SEED

The interest in Sweet Clover as a hay crop, a pasture crop, a soil crop is ever on the increase. The demand for Sweet Clover Seed this spring will be greater than ever, and the available supply is quite limited this year owing to unfavorable conditions for seed production last year.

We handle all seeds on a very close margin, so close that we are able to save you freight and express charges and the trouble of sending away. We suggest your placing your orders early, particularly orders for Sweet Clover Seed, to avoid disappointment. We shall have a fresh supply of Sweet Clover Seed on hand from time to time.

THE WHITE HALL

LOCAL AND PERSONAL NEWS

S. Heap motored to Calgary on Monday last.

R. N. Genge, of Calgary, is the guest of his mother, Mrs. C. Genge.

James Young was a Lethbridge business visitor on Wednesday of this week.

Mayor J. Boyle of Granum was in Macleod Tuesday, attending the big Elk meet.

The Rev. A. C. Wishart visited High River Thursday (today) on Presbytery business.

Miss Theresa Thomas, of Lethbridge, formerly of Macleod, was a visitor with Macleod friends this week.

A. L. McKenzie returned on Friday last from Calgary, where he had attended the meeting of the Calgary Presbytery, also the induction of Rev. Jas. McNeil to the pastoral charge of Grace Presbyterian Church, Calgary.

Mr. and Mrs. K. Russell were pleasantly surprised on Wednesday evening when about thirty-five of their friends came to spend the evening. The evening was spent in dancing, cards and music. At mid-night a tasty lunch was served. Out of town guests were Mr. and Mrs. J. Russell and family, of Granum. The party broke up at about 2.30, all future offenders of this nature will be charged under the Criminal Code which provides for a heavy penalty upon conviction.

There have been recently two convictions at Macleod in the case of persons tampering with electric light wires and meters, but, as these cases were prosecuted under local town laws were served. Out of town guests were Mr. and Mrs. J. Russell and family, of Granum. The party broke up at about 2.30, all future offenders of this nature will be charged under the Criminal Code which provides for a heavy penalty upon conviction.

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Spring Millinery Opening

MARCH 17th, 18th and following days.

First showing of our Spring Pattern Hats in the very newest models, pretty silk and Milan braids for early spring.

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Why Take The Time

and trouble to bake cakes, pies, biscuits and bread when you can have such delicious goodies from home merchants at a price that you could not meet if you had to produce them yourself? We will take the drudgery out of housekeeping if you will let us.

After all the trouble and excitement of sending your good money away from the conclusion you have saved less than 5% of 1% of American money. Now, Reach & Co. want your money and you are foolish if you don't give it to them, they spend all the money in town, and what you give them is returned to you one hundred fold.

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REACH & COMPANY, Ltd.

GENERAL MERCHANTS—DRY GOODS, LADIES' AND MEN'S UNDERWEAR, BOOTS AND SHOES, GROCERIES, VEGETABLES AND FRUITS.

You can buy at cut prices. You can send to Department Stores, and fetch and carry stores and any other sensational store that you like, then keep a daily record of your dealings, foot up and take the percentage of Reach & Co. against them, and you will find that the half of one per cent is the most you have saved. After all the trouble you have gained a few grey hairs. Now don't you think that by your buying in town you would feel like a little philanthropist, that you could say with a tinge of your hand, "I helped to increase his business, I kept my money at home, and bought from home merchants. They give me the lowest price, and the freshest goods are given to me. I read the papers from Lethbridge and Calgary with big pages of sales and want them are dear at any price."

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Better Printing than is done in most city shops.

IT IS TO YOUR ADVANTAGE

to get your printing done at home where you can get first-class work and at the same time keep your money in the home community.

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COMING—"The Purple Mr. Evans"

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